



COMMUNICATIONS HANDBOOK 2025

## Welcome as a host at Copenhagen Cooking 2025

Hey you, the one who'll be hosting when we transform Copenhagen into one big food mecca this late summer


First of all, **THANK YOU** for helping make late summer in Copenhagen completely irresistible. Whether you're a seasoned host or new to the festival family, you're part of the magic.

Here you'll find our communication guide, packed with tips, images, and ideas on how to easily and quickly share your participation on social media.

We can't wait to see you — and your passion for food — at Copenhagen Cooking 2025. Thank you for helping spread the great atmosphere and unforgettable taste experiences.

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## How to Get Started

The countdown to Copenhagen Cooking is on, and now's the time to start spreading the word about all the amazing events coming up. We'll of course be sharing from our own channels — but the more voices we have, the further the message will travel. 

### Use our materials to:

- Create visibility for your event
- Inspire your followers to buy tickets
- Give your guests a behind-the-scenes sneak peek
- Show the vibe and delicious moments from the festival

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## Newsletters

Newsletters are an effective way to reach your target audience directly – and to create visibility around your event during Copenhagen Cooking. We actively use our own newsletter to share news and inspiration about the many exciting events featured in this late-summer food celebration.



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But to reach an even wider audience, we need your help too. By featuring your event in your own newsletter, you can engage your followers, share your enthusiasm, and help boost ticket sales. Tell your readers why they should attend your event – what makes it special, and what can they look forward to?

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## Social media – simple and effective

### T@g and share:

Tag @CopenhagenCooking in your posts, so that we can share them.

### Hashtags:

- #CopenhagenCooking
- #CopenhagenCooking2025

### Use the “Collaborator” Feature on Instagram

Here’s how to tag us as a collaborator and boost your reach:

1. Create your post as usual
2. Add your text and image/video
3. Tap Tag People
4. Select Invite Collaborator
5. Search for and select Copenhagen Cooking
6. Tap Done – and boom, you’re live and so are we!

### Remember, one post is rarely enough

Instagram and Facebook don’t show every post to all your followers. That’s why it’s smart to share multiple posts — and spread them out over time.

We’re happy to repost your content, and you’re always more than welcome to regularly share posts from Copenhagen Cooking’s official channels.

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## Examples of Social Media Captions

Copy, tweak, or use them as inspiration:

◆ ***It’s happening!*** 🍴🎉 *We’re part of @CopenhagenCooking and can’t wait to present [your event name]. See you on [date] at [time]. Grab those sought-after tickets here 📍 [link]*

◆ ***Flavors, atmosphere, and unforgettable moments!*** *Join us at our event during #CopenhagenCooking2025 — an evening full of taste, fresh kitchen tips & tricks, and great vibes all around 🍷🍴*

◆ ***This late summer, Copenhagen turns into one big food celebration – and we’re right in the middle of it!*** *Got your tickets yet? If not, hurry 📍 [link] 🍷🌟*



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◆ **Food joy on the menu!** *We're celebrating local ingredients, creative chefs, and unforgettable experiences. Join us when we take over the Festival Grounds in Kødbyen.*  
#CopenhagenCooking2025 🌿🔥

◆ **We can't wait to welcome you to a long-table dinner under the open sky!** 🌿🌟 Come dine with us on [date] at [time] – it's going to be magical. Get your tickets here 🖱️ [link] 🍷🍴  
#CopenhagenCooking

## Emojis: Your Shortcut to Good Vibes

Emojis aren't just decoration — they bring life, personality, and help your posts stand out in the feed. Use them to set the tone, highlight key info, or make your text more playful and engaging. Here's some inspiration:

🍴 **Food & drink:** Use 🍷🍴🥗🍷🍰 to add flavor to your posts [SEP]

📍 **Time & place:** Use 📍🕒📅 for practical info [SEP]

🎉 **Mood:** Use 🌟🎉🔥😄😁 to show excitement and energy [SEP]

🌿 **Atmosphere:** Use 🌞🌿📍🎵 to create festival vibes

### But remember:

🔪 **Less is more** – Use emojis thoughtfully so your text stays clear and easy to read [SEP]

🧠 **Keep it authentic** – Make sure emojis match your tone and suit your event [SEP]

🎯 **Use them strategically** – Place them at the beginning, end, or as highlights within your text

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## Share the Experience – Behind the Scenes, Too [SEP]

We love real, atmospheric content!

- Share photos and videos from your event — both golden throwbacks and fresh new moments.
- Take us behind the scenes: preparations, tastings, test dishes, or everyday life in the kitchen. [SEP] We at **Copenhagen Cooking** are always happy to share your content.

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## Use Our Photos

Need images for your posts? We have a library of great photos from previous years that you're welcome to use. Just remember to credit the photographer.

[Photo Library](#)

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## Stay tuned and get inspired

- [Copenhagen Cooking on Facebook](#)



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- [Copenhagen Cooking on Instagram](#)
- [Newsletter – signup here](#) (only in Danish)
- [Industry newsletter – tilmeld here](#) (only in Danish)

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## Need Help, Images, Input — or Something Else?

Feel free to reach out to **Anne Blaabjerg**, Communications Manager for Copenhagen Cooking.

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